

***Management Structure of Thailand Premier League by the Standard Criteria of the Asian Football Confederation***

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**Abstract**

This research has the objective to study the managing of Ratchaburi Mitr Phol FC by the standard criteria of The Asian Football Confederation. The methodology of this research were divided following 1) Define the conceptual framework from the related documents 2) The in-depth interview with the five responsible key informants in five aspects of Ratchaburi Mitr Phol FC by the standard criteria of The Asian Football Confederation has been used for the qualitative research. The data have been retrieved from two sources which were the interview and documents, and analyzed follow the research objective in order to propose the data in model of the Descriptive Analysis. The result of the research found that the managing in five aspects of Ratchaburi Mitr Phol FC by the A standard criteria of The Asian Football Confederation found that 1. The law criteria need to have the standard of The Asian Football Confederation. 2. The sport criteria 3. The human resource management club 4. The structure for competition, and haven't operated yet in some areas; for example, Developing youth structure plan, Being the owner of the competition stadium, the operation place and the admin department of the club 5. The financial and accounting aspect were low; for example, haven't checked by 5. The financial and accounting aspect were low; for example, Haven't checked by the auditor for company's yearly budget, and don't have the planning for club financial plan such as budget, profit and loss, cash flow budget.

Keywords: Management, Thailand Premier League football club, Standard criteria of The Asian Football Confederation

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## Introduction

Football is the biggest global sport. “Thailand Provincial Football League” was held as the professional football league in 1999 which has been allocated from the supporting budget by the government. This made people more excited and interested in football. It seemed to be a good start point, but it hasn’t achieved enough. In 2007 the event was held by Thailand Provincial Football League and Thai Premiere League which Chonburi Football Team was the first from Thailand Provincial Football League which has won Thai Premier League in 2007. The result of developing the professional football in Thailand in few decades ago made a large amount of income by having been supported from both public and private section. In term of managing each Football club in Thai Premier League and League one need to have the role model from others achieved Football clubs, such as English Premier League Football, Spain La Liga Football League. However although the overall picture of achieving for Thai Premier League is high, but there are lot of football clubs are fail. Some football clubs need to decrease the number of team member or sell the whole team. In order to have the same quality as world class standard, they should find the answer of what does the right management suppose to be? What is the important of managing? (Sanguan Geerakai Sothon, 2012). Furthermore the most important is the professional football club need to have the effective management for leading the team to accomplish. (Sport Authority of Thailand, 2006)

One of the important problems and obstacles for developing the professional football in Thailand is lacking of many standard aspects especially in term of Football club. AFC (Asian Football Confederation) has assessed the standard of the football club in Thailand that they weren’t ready to adapt to the professional club as follow the Asian Football Confederation’s criteria. This result may effect to be disqualified in the Match that will be held by Asian Football Confederation which relates to Pinyapat Thawwessuwan, (2012) found that the result of the study from The Sport Authority Of Thailand showed that the management of the professional football clubs haven’t achieve yet. Many of them don’t have much knowledge about the professional management, such as funding, building good quality of football player, having the match, creating the trend from the local and setting up the fan club, creating the income from the marketing and privilege and the public relation. The issue of managing the professional football club relates to the study of Akkarapun Chiyasut, (2012) which is the budget of making TTM football team isn’t enough for having the main sponsor as the bigger team, but the marketing is good. This make the team have continuously income which can take care themselves better than other teams who keeps trying to look for the yearly sponsor. The main weakness of the club is the limitation of the budget and lack of the specialize officers. These factors affect the goal’s achievement.

AFC launched the regulation about being the perfect professional football club in 2009 which was the reason of setting up Thai Premiere League for national football league. From the adaptation of managing professional football club model follow AFC’s regulations. AFC is the highest organization that controls the football match in Asia. They have launched the regulation that the professional football club need to set up the juristic person for taking care of the club. That regulation made lot of teams can’t adapt themselves which lead to decrease the team member or sell the team, and this was the reason of changing the way to manage the professional football club both

in Bangkok and other provinces. Professional football league in Thailand became popular again in 2009.

The management of professional football clubs isn't successful. Some club isn't strong enough. Some club can't even take care themselves. The reason are lacking of knowledge and professional management experience, such as funding, building good quality of football player, creating the trend from the local, creating the income, privilege and management. So the researcher is interested in study the management professional football club in Thailand as the AFC's criteria. Rajburi Mitr Phol FC's management has been picked up to be the case study. They are the other province teams who always have the good results and keep up good works, such as the first running up of Provincial league in 2006, the winner of Division one football league in 2012. They were promoted to Premier League for the first time in 2013, and still keep their standards till these days.

## **Conclusion**

The researcher has designed the interview forms follow AFC's criteria in 5 aspects, and brought them to consult with the advisor and the specialist for fixing. The next step the researcher has brought the interview forms which have been fixed, and trying out with other similar samples before using with target samples for improving and fixing in order to be more complete. The researcher analyses the data together with the data collection process follow the qualitative principal. The researcher has brought the data from two sources which are the interview and the documents that have been analyzed follow the research objectives, and propose the data in Descriptive analysis.

The management of Rajburu Mitr Phol FC follow the AFC's standard criteria level A (minimum criteria) in 5 aspects found that the law criteria have the standard follow the AFC's standard criteria in everything. The sport criteria have the management system, the sport competition system, the marketing system, the media system including with having the committees who have authorize in making decision, have the technical standard in medium level for defining the competition result (Home/Away) and the total of the spectators ,taking notes and report the number of the spectators follow the criteria. Human resource's club management criteria reported that the club needs to have a good managing department and qualified. Each managing department isn't properly yet. The personnel who want to manage the professional club have to understand what is the different between football team and the professional football club. Football team is only a part of professional football club. The football club consists of the clubs that need to invest for developing youth player, but the clubs haven't done it yet including with building the fundamental for youth and the reserve club's team, the relation public aspect, the media aspect, the marketing aspect, the financing and accounting aspect, contract law aspect, the stadium management (in and out competition). The professional football clubs in Thailand give the priority to football team only, so the club won't last. The football clubs in Thailand need to develop in any aspects. Not only developing the football team, but also needs to cooperate with Football association of Thailand and Thai premier league which always support and develop the professional football in Thailand. The structure criterion (Stadium) is still not completely operated, such as the structure plan for developing the youth, being the owner of stadium, modern equipment for the competition and the facility, the office and the club's admin. Financing and accounting's standard is low, such as unprepared for making a balance

sheet annual plan, unexamined by the annual financial budget club's auditor and no the club's future financial plan, such as profit and loss, cash flow and so on. So the management of Rajburu Mitr Phol FC follow AFC's criteria didn't pass. Management is the process of controlling management for the overall works to the highest efficiency and effectiveness.

Rajburu Mitr Phol FC has passed the law criteria. In order to develop the professional sport need to have the rules and regulations for leading to professional management and sustainability development. That is respond to the national sport development plan no.5. The professional sport development strategy has defined to be the guidelines in term of the professional sport development by focusing on the system development for the sports competition follow the world standard by having the rules and regulations. That is involved with the sport career and relates the objective of launching the license for allowing the club to attend the AFC's competitions. In the development of the club model in order to be equal in financial, sport, law, personnel, management and the structure follow the Asia's criteria.

The financing and accounting criteria is the lowest, so Rajburu Mitr Phol FC should make the annual budget plan for checking the operation and for long term planning as well. According the budget and finance is one of the important factors for management which relates with Peerasuk Wilirat, 2010) The AFC's regulations define that the professional football clubs need to have the audit and the balance sheet.

For the management of Rajburu Mitr Phol FC follow AFC's criteria didn't pass the standard criteria which define the club need to have the license for attending the AFC's competition, and have to pass the minimum criteria in every item. In order to be equal, so the important of the sport club management need to have good relationship within the organization, developing the good attitude in team work, building the strong organization in order to get ready for any obstacles and challenging, effective problem solving and cooperate for moving the club to the important goal which need to do in all systems by using the value resources which relates with Robbins and Coulter (2002). They said that the successful operation by efficiency and effectiveness is the important fundamental resources which consist of 4 things. Man is the man management. How do we use the man work with the most efficiency and effectiveness? Money is the money management. How do we use the least cost, but the highest efficiency and effectiveness? Material is how to manage the material in order to have the least expense, but the highest benefit. Management is the process of controlling management for the overall works to the highest efficiency and effectiveness.

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